

T S2/3/1-14

2/3/1 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

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00706786 Supplier Number: 25773280 (USE FORMAT 7 OR 9 FOR FULLTEXT

Food Safety at Work

(Article profiles the proactive food safety strategies adopted by 3
foodservice operations; Jack in the Box executes one of the most
stringent HACCP programs in the quick-serve field)

Nation's Restaurant News, v 34, n 29, p 22-26

July 17, 2000

DOCUMENT TYPE: Journal ISSN: 0028-0518 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2199

2/3/2 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02249800 84988737

Bridging the communication gap: dolphin-safe "ecolabels"

D Souza, Clare

Corporate Communications v5n4 PP: 185-189 2000

ISSN: 1356-3289 JRNL CODE: CCMM

WORD COUNT: 2864

A

2/3/3 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02021764 53638074

Easing workforce reduction

Beigbeder, Steve

Risk Management v47n5 PP: 26-30 May 2000

ISSN: 0035-5593 JRNL CODE: RMT

WORD COUNT: 1792

2/3/4 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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4 00591497 92-06670

Quick and Easy Guide to Financial Statements, Part II

Wey, Frank W.

Business Credit v94n2 PP: 8-10 Feb 1992

ISSN: 0897-0181 JRNL CODE: CFM

WORD COUNT: 958

A 2/3/5 (Item 1 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00189200 SUPPLIER NUMBER: 17004321 (USE FORMAT 7 FOR FULL TEX

Analyzing constant-sum multiple criterion data: a segment-level approach.

Desarbo, Wayne S.; Ramaswamy, Venkatram; Chatterjee, Rabikar

Journal of Marketing Research, v32, n2, p222(11)

May, 1995

ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 9038 LINE COUNT: 00768

A 2/3/6 (Item 2 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00180548 SUPPLIER NUMBER: 17357522 (USE FORMAT 7 FOR FULL TEX

Those dazzling databases: choosing the right company. (database marketing companies for banks)

Morrall, Katherine

Bank Marketing, v27, n7, p97(4)

July, 1995

ISSN: 0888-3149 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3096 LINE COUNT: 00238

2/3/7 (Item 3 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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~~00145465~~ SUPPLIER NUMBER: 11076415 (USE FORMAT 7 FOR FULL TEX

A conjoint analysis approach to service in the motor carrier industry.

Farahbod, Kamvar; Logan, Laddie

The Logistics and Transportation Review, v27, n2, p185(12)

June, 1991

ISSN: 0047-4991 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2692 LINE COUNT: 00293

2/3/8 (Item 4 from file: 75)

x DIALOG(R)File 75:TGG Management Contents(R)

x (c) 2005 The Gale Group. All rts. reserv.

00138756 SUPPLIER NUMBER: 09155020 (USE FORMAT 7 FOR FULL TEX

Multiple correspondence analysis of multiple choice experiment data.

Louviere, Jordan; Kaciak, Eugene

Journal of Marketing Research, v27, n4, p455(11)

Nov, 1990

ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 7250 LINE COUNT: 00707

2/3/9 (Item 5 from file: 75)

A DIALOG(R)File 75:TGG Management Contents(R)

(c) 2005 The Gale Group. All rts. reserv.

00138523 SUPPLIER NUMBER: 09553141 (USE FORMAT 7 FOR FULL TEX

Conjoint analysis in marketing: new developments with implications for research and practice.

Green, Paul E.; Srinivasan, V.

Journal of Marketing, v54, n4, p3(17)

Oct, 1990

ISSN: 0022-2429 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 11219 LINE COUNT: 01106

A 2/3/10 (Item 1 from file: 122)

DIALOG(R)File 122:Harvard Business Review

(c) 2005 Harvard Business Review. All rts. reserv.

115775 CONTROL NUMBER: 811120 (USE FORMAT 7 FOR FULLTEXT)

Designing Product and Business PortfoliosWind, Yoram - Univ. of Pennsylvania Wharton School - Journal of
Marketing ; Mahajan, Vijay - Univ. of Pennsylvania Wharton School

HARVARD BUSINESS REVIEW Jan/Feb 1981, p 155

TRANSLATIONS:

French, Un portefeuille d'activites en sept etapes, No. 21 1981, HARVARD L'EXPANSION.

Italian, Un portafoglio prodotti confezionato su misura, No. 10 1981, HARVARD ESPANSIONE.

Japanese, Designing product and business portfolios, No. 3 1981, DIAMOND HARVARD BUSINESS.

Spanish (Mexico), Analisis y diseno del portafolio de productos, Series 17, BIBLIOTECA DE HARVARD DE ADMINISTRACION.

Spanish (Spain), Diseno de las carteras de productos y de actividades, No. 10 1982, HARVARD DEUSTO BUSINESS REVIEW

DOCUMENT TYPE: HBR Article LANGUAGE: English RECORD TYPE: Abstra Fulltext

WORD COUNT: 4934

2/3/11 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

12464889 SUPPLIER NUMBER: 63860168 (USE FORMAT 7 OR 9 FOR FUL

Ain't that a kick in the head.(increased popularity of martial arts films)

SLIFKIN, IRV

Video Business, 20, 29, 29

July 17, 2000

ISSN: 0279-571X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1374 LINE COUNT: 00106

2/3/12 (Item 1 from file: 587)

DIALOG(R)File 587:Jane`s Defense&Aerospace

(c) 2005 Jane`s Information Group. All rts. reserv.

10871859 Word Count:2307

Ultra-wideband technology opens up new horizons

INTERNATIONAL DEFENSE REVIEW (IDR) FEBRUARY 01, 1999 v.032 no. 001

Section Heading: DEFENSE ELECTRONICS AND COMPUTING

By: Mark Hewish |\\Scott R Gourley

2/3/13 (Item 2 from file: 587)

DIALOG(R)File 587:Jane`s Defense&Aerospace

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10809049

Word Count:3417

Navy League '91 in the wake of Desert Storm

INTERNATIONAL DEFENCE REVIEW. (IDR) MAY 01, 1991 p. 495 v.24 no. 05

By: David Foxwell and Mark Hewish

2/3/14 (Item 1 from file: 704)

DIALOG(R)File 704:(Portland)The Oregonian

(c) 2005 The Oregonian. All rts. reserv.

10794259

HAIL, SANTANA, COMEBACK KING

Oregonian (PO) - Friday, October 20, 2000

By: MICHAEL EVANS - Special to The Oregonian

Edition: SUNRISE Section: ARTS AND LIVING Page: 41

Word Count: 570

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T S2/3,KWIC/1-14

2/3,KWIC/1 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

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00706786 Supplier Number: 25773280 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Food Safety at Work

(Article profiles the proactive food safety strategies adopted by 3 foodservice operations; Jack in the Box executes one of the most stringent HACCP programs in the quick-serve field)

Nation's Restaurant News, v 34, n 29, p 22-26

July 17, 2000

DOCUMENT TYPE: Journal ISSN: 0028-0518 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2199

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...assuring suppliers' food integrity and managing the transport of vulnerable foods, operators must manage an array of concerns.

Operators profiled here include a quick-serve chain, a contract feeder for medical institutions and the owner...

...We see it as our job to help them do what's right.

"We could buy all the brightest, fanciest machines to improve food safety, but if the crew doesn't...

...at JITB, even when filling 200 to 300 lunch orders per hour per store or selling about 2,000 Jumbo Jacks a week, Theno contends.

The chain's disciplines begin in...

...whose products test positive for E. coli more than once is dropped.

Patty size and weight specs are enforced so JITB knows precisely how much time is needed to cook meat...

...policies in institutions. We must be totally vigilant."

That vigilance begins in product acquisition. Morrison buys from five national distributors who source hundreds of manufacturers, but "when talking about meats and...

...is also just a half-mile from where the 76ers' Allen Iverson lights up NBA scorecards and the Flyers' Eric Lindros pelts pucks past opposing goalies. Here in his 160-seat...

...workers to attend food shows.

Melrose similarly is loyal to its proven suppliers, and has purchased meat from the same company for 40 years. "We want people who can represent us...

2/3,KWIC/2 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02249800 84988737

Bridging the communication gap: dolphin-safe "ecolabels"

D Souza, Clare

Corporate Communications v5n4 PP: 185-189 2000

ISSN: 1356-3289 JRNL CODE: CCMM

WORD COUNT:2864

...ABSTRACT: type of product, thus supporting an affective evaluation process. Consumer perceptions of the two top selling brands are perceived to be more environmentally friendly than the other brands. ...

...TEXT: economics. Very little research has been done to determine the influence ecolabelling has on the purchasing power of consumers and their perceptions. Environmental labelling programs face several challenges in providing useful...

...relish (Wells and Prensky, 1996). Consumer led initiatives fall largely into two categories: boycotts and buycotts. The former is refusing to buy and the latter is buying selectively (Ritchie, 1997). The strategy adopted by these tuna companies was then to buycott by using the dolphin safe symbol.

This study aims to:

(1) examine the salient attributes...

...friendly safe symbol i.e. the dolphin safe that a consumer looks for in the purchase of the four different brands of tuna;

(2) investigate the importance of the ecological dimension...

...brands of tuna.

Methodology

A questionnaire was constructed and administered to a sample of consumers who purchased tuna on a regular basis. There were 208 questionnaires returned out of which 115 had...

...equation 1) where:

-- $A_{[sub]b}$ = the attitude towards a particular brand b

-- W_i = the weight or importance of attribute i

-- B_{ib} = the evaluative aspect or belief toward attribute i for...program.

Another common reason for using this analysis is to produce perceptual maps, pictures of buyers' understandings of or preferences for competing markets (O'Brien, 1993).

Findings

The overview of the...

...each attribute: Table II indicates what brands were most preferred and consumers gave the attitude score of 67.84 per cent rating John West as the most preferred brand followed by...

...called the profile. The masses were the row totals divided by the total of the matrix.

Row profiles : For each of the brands a separate analysis was conducted. Table III gives the proportions...

...rate. Although they preferred this attribute strongly, this research did not consider the intentions to purchase the product. The ...s Conference Proceedings Volume II, pp. 821-48.

8. Drumwright, M. (1994), "Socially responsible organizational buying : environmental concern as a noneconomic buying criterion", Journal of Marketing, Vol. 58, July, pp. 1-19.

9. EPA (1993), "Status report...

...competitiveness relationship", Journal of Economic Perspectives, Vol. 4, pp. 97-118.

26. Ritchie, M. (1997), Purchasing Power: Consumer Choices and Environmental Protection, Institute of Agriculture and Trade Policy, USA.

27. Robertson...
000101

2/3,KWIC/3 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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02021764 53638074

Easing workforce reduction

Beigbeder, Steve

Risk Management v47n5 PP: 26-30 May 2000

ISSN: 0035-5593 JRNL CODE: RMT

WORD COUNT: 1792

...TEXT: severance eligibility, significant contributions and cumulative value to the organization for each potentially affected person. Scoring mechanisms are designed to weigh factors and are tailored to each organization's special circumstances.

Rightsizing the Right Way

A matrix of personnel and position profiles can be instrumental in developing "what if" scenarios and can form a quantitative basis for... one-third of the workforce at any particular site. For merger and acquisition purposes, the seller is responsible for giving notice for the sixty-day period up until the sale date; the buyer is responsible thereafter.

The Consolidated Omnibus Budget Reconciliation Act of 1985 requires health plan continuation...

000501

2/3,KWIC/4 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00591497 92-06670

Quick and Easy Guide to Financial Statements, Part II

Wey, Frank W.

Business Credit v94n2 PP: 8-10 Feb 1992

ISSN: 0897-0181 JRNL CODE: CFM

WORD COUNT: 958

...ABSTRACT: is the single most important non-financial factor. A credit line multiplier for each profile score has been developed. The simple weighting of non-financial factors enables the sales department to...

...TEXT: one or another factor weighs more heavily. I never found anyone who had a specific weight for each factor considered.

It took me a number of months and much trial and...

...2 omitted)

As you can see, our "Need of Customer's Business" has the greatest weight. It should have. It is the single most important non-financial factor. The other factors...

...report. Since ABC Company borrows against the pledge of both fixed and current assets, the score under bank borrowing is 10. The total score of 28 indicates that the account is of average desirability. What does that mean? How does it affect our credit decision making?

The desirability profile score does have a dramatic impact on the credit we are willing to extend to the ABC Company. We have developed a credit-line multiplier for each profile score (Matrix A). (Matrix A omitted)

To understand this matrix, we will refer to credit-line formula A for...

...In that calculation the basic credit line was \$322,740. Now with a desirability profile score of 28, we find that the appropriate credit-line multiplier is 1.5. Thus, the...

...basic credit line calculated under Formula B and multiply it by the appropriate multiplier from Matrix B for a profile score of 28, the result will be a lower suggested credit line. (Calculation omitted)

We have...

...there only one valid credit line? Absolutely not! Credit lines vary dramatically because the various sellers all have different perceptions as to the degree of risk they are comfortable with. Nor...

920200

2/3,KWIC/5 (Item 1 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00189200 SUPPLIER NUMBER: 17004321 (USE FORMAT 7 FOR FULL TEXT

Analyzing constant-sum multiple criterion data: a segment-level approach.

Desarbo, Wayne S.; Ramaswamy, Venkatram; Chatterjee, Rabikar

Journal of Marketing Research, v32, n2, p222(11)

May, 1995

ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 9038 LINE COUNT: 00768

...ABSTRACT: the performance of the proposed methodology. The authors also provide an empirical application to industrial buying decisions that examines the impact of the type of buying situation on multiple vendor selection criteria such as economic cost, functional performance, vendor cooperation, and...

... geographical location, nature of the job; Currim and Sarin 1983) under different scenarios;

* prospective car buyers determine the relative importance of evaluation criteria among buying situations (e.g., intended use, second car for the family versus a car for a teenager); or

* industrial buyers' trade offs among multiple decision criteria are influenced by product type (Hutt and Speh 1989...

...the setting for the empirical application illustrating our approach.

Relative likelihood of different modes of purchase. Managers could benefit from understanding how the type of product influences the source or the timing of purchase. For example:

* A direct marketer may wish to assess consumers' likelihood of purchasing from different sources, such as catalogs, retail outlets, or phone, depending upon the type of...

...impact of various configurations of product/service options on customers' likelihood of immediate versus delayed purchases of unproven technology (Davidon 1991). In all the previous scenarios, one must face the problem...

...of different product conditions, designated by product profiles, on multiple-vendor selection criteria in industrial buying decisions. In both the Monte Carlo study and the empirical application, we compare the proposed...EMPIRICAL APPLICATION

We now provide an empirical application of the proposed methodology to an industrial purchasing scenario examining the effect of product and other situational factors on vendor selection criteria. The...

...in Lehmann and O'Shaughnessy's (1982) article investigating the supplier selection criteria utilized by purchasing managers for different types of products. A random sample of 600 purchasing managers, who were members of the National Association of Purchasing Managers, were surveyed by mail. The response rate was 40% within three weeks ...types (as opposed to specific categories) by considering attributes of the product and the associated buying application(s). An experimental design of product types was created from four attributes, each at...

...developed to fulfill the function envisaged for it or some existing product modified by the seller. A complex, rather than simple, product is difficult to evaluate, because the number of its...

...rather than low, dollar commitment is an above average dollar outlay either through volume of purchases per annum, high unit cost, or both. Of the sixteen possible combinations of these attributes, eight profiles constituting an orthogonal array for main-effects estimation were utilized.(8) For each of the eight calibration profiles, the purchasing managers allocated ten points among four supplier selection criteria to reflect their relative importance (or salience) in choosing suppliers for the specific buying situation implied by the profile. These constant-sum allocations constituted the multiple criterion variables of...

...offer services, such as technical support and training, and ensure a cooperative relationship with the buying firm. Vendor capability pertains to the buyer's assessments of the supplier's delivery and production capability on the basis of considerations...

...interest, respondents also rated the overall significance of other factors such as government regulations, company buying policies, and time pressure on the eventual decision of which supplier to choose, using a...

...point scale, ranging from "none" to "large". They also provided individual-level data on personal purchasing characteristics (e.g., risk-taking, loyalty to suppliers, knowledge of technical information), as well as...

...procedure for a varying number of segments ($S > 1$) to reveal any potential groups of purchasing managers in the sample with different part-worth structures. The CAIC decreased for $S = 2$...application, if the dollar commitment is high (e.g., due to a large volume of purchases), the

perceived ability of the supplier to produce and deliver the buyer's requirement is a critical factor in vendor selection for Segment 2. As Hutt and...

...using relevant respondent-specific data, we first factor-analyzed the individual ratings data regarding respondents' purchase styles compared to other purchasing managers. These were obtained using six-point agree-disagree scales for the subsequent items:

- * Compulsiveness about carefully considering alternatives before buying ;
- * Concern about others' reactions to the respondent's recommendation or purchase decision;
- * Tendency to spend less time in reaching a decision;
- * Tendency to focus more heavily...

...be better informed about products;

- * Greater likelihood of avoiding risk. A factor analysis of these purchase style ratings revealed three factors that accounted for approximately 60% of the variance: we labeled...

...items 3 and 5 with loadings of .78 and .56, respectively).

We computed standardized factor scores for each respondent for the three purchase style factors. The mean standardized factor scores were .10, -.03, and .08 for Segment 1 and -.23, .04, and -.18 for Segment 2. The individual respondent factor scores, in addition to the respondent's overall rating of the importance of ancillary criteria (e.g., government regulation, time pressure, company buying policies) in the final decision to choose a supplier, as well as demographic data (age...

...risk-handling strategy (Puto, Patten, and King 1985).

Several studies of perceived risk in industrial purchasing situations have examined buyer characteristics associated with risk perceptions and found implications for segmentation Cirdozo and Cagley 1971; McCrimmon...demonstrated the use of the proposed methodology in investigating the impact of product types on purchasing managers' selections of suppliers. The results of this empirical application suggested the, potential existence of two groups of purchasing managers in the sample with different part-worth structures. One group was more risk-averse...

...study using more refined vendor selection criteria and alternative experimental designs. Substantive insights into organizational buying could be obtained, especially in light of recent studies (e.g., Grieco 1989; Spekman 1988...

...and to the increasing use of supplier certification. In addition to situational factors and individual buyer characteristics, the nature of the buying firm (e.g., type of industry, size, level of expertise) might be another set of...is in examining the broad cross-sectional differences in the tradeoff between different types of purchase criteria among different types of industrial products. (8) Examples of products implied by each profile...

...38-49.

Cardozo, Richard N. and James W. Cagley (1971), "An Experimental Study of Industrial Buyer Behavior," *Journal of Marketing Research*, 8 (August), 329-34.

Carroll, Douglas, S. Prazansky, and J...

...Theoretic Approach," *Operations Research*, 26, 406-21.

Hawes, Jon M. and Scott Barnhouse (1987), "How Purchasing Agents Handle Personal Risk," *Industrial Marketing Management*, 16, 287-93.

Huu, Michael D. and Thomas...Processes," *Operations Research*, 28, 255-77.

Kassicieh, Suleiman K. and Robert D. Rogers (1986), "Microcomputer Purchase Criteria Across Industries," *Industrial Marketing Management*, 15, 139-46.

Lehmann, Donald R. and John O...

...Industrial Products," *Journal of Marketing*, 38 (April), 36-42.

-- and -- (1982), "Decision Criteria Used in Buying Different Categories of Products," *Journal of Purchasing and Materials Management*, 18 (Spring), 9-14.

Mahajan, Vijay, Paul E. Green, and Stephen M...

...Robert E. Spekman (1984), "An Empirical Investigation of the Information Sources Used During the Industrial Buying Process," *Journal of Marketing Research*, 21 (May), 137-47.

Narayanan, A. (1990), "Computer Generation of...

...Horizons, 31 (4), 75-81.

-- and Gary T. Ford (1977), "Perceptions of Uncertainty Within a Buying Group," *Industrial Marketing Management*, 6, 395-403.

Titterington, D.M., A. F. Smith, and V...

...1991), SYSTAT: The System for Statistics. Evanston, IL: SYSTAT, Inc.

Wilson, David T. (1971), "Industrial Buyers' Decision-Making Styles," *Journal of Marketing Research*, 8 (November), 433-36.

Wind, Jerry, Paul E...

19950500

2/3,KWIC/6 (Item 2 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00180548 SUPPLIER NUMBER: 17357522 (USE FORMAT 7 FOR FULL TEXT
Those dazzling databases: choosing the right company. (database marketing companies for banks)

Morrall, Katherine

Bank Marketing, v27, n7, p97(4)

July, 1995

ISSN: 0888-3149 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3096 LINE COUNT: 00238

... decision without it."

Consequently, the first step in choosing a database marketing system is to sell key people within the bank on the idea. Atchley suggests focusing on the benefits of...

...decision process easier. It's called Raab Associates Guide to Database Marketing Systems, and it sells for \$595. David Raab, principal of the company, says one way bank marketers can avoid...

...the bank began looking at MCIF systems and the effectiveness of their direct mail campaigns, buying a system was just a matter of convincing management. "From the beginning we had to...

...flexible it was and how it would fit with our system," he said.

Both companies scored about the same, so Colson moved to the next criteria - user friendliness and service support...

...presentation to senior management, says Colson.

Once senior management understood what the system could do, purchasing an MCIF system was a decision they backed wholeheartedly, he says. To sell senior management on the system, the price was amortized over five years to determine how...Landau says there were seven categories, which were broken into sublevels. The vendor responses were scored and graded. The categories and their weighted scores added up to 100 and included:

- * Database, 20 percent. This determined how the vendor's...

...and were there any other special attributes to the system?

- * Campaign management, 15 percent. Tracking, matrix mailing, auto

trigger mailing, profiling, test cells and monitoring tracking capabilities were some of the requirements.

* Ease of use, 15...

...evaluations.

The bank used it to implement the weighted system, which included some advice on scoring from Raab Associates. The vendor list was narrowed to four and the finalists were asked...

...access to only generic information, Marinello approached senior management in the fall of 1993 about buying a marketing database system. She wanted a better way to analyze who the bank's...able to develop a calendar and schedule to track customer communications.

Management granted approval to purchase a system in 1994, and Marinello began contacting companies in June of that year after...

...had a toll-free support number and several turnkey direct mail programs the bank could purchase, says Marinello.

"Now we're making decisions based on statistical data," she says. "The database...

...the wheel. You can choose a supplier who does all the processing. Or, you can buy software and run it on your own internal system."

Because First Chicago had a complicated...

...to be able to trust the ability of the vendor to help you as a purchaser of services to understand what is possible, and to help you grow over time so...

19950700

2/3,KWIC/7 (Item 3 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00145465 SUPPLIER NUMBER: 11076415 (USE FORMAT 7 FOR FULL TEXT)

A conjoint analysis approach to service in the motor carrier industry.

Farahbod, Kamvar; Logan, Laddie

The Logistics and Transportation Review, v27, n2, p185(12)

June, 1991

ISSN: 0047-4991 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2692 LINE COUNT: 00293

... preferences for services and concluded that the full-profile method should be favored.

Using orthogonal arrays (Green, 1974), a full-profile design which involved 8 constructs (of the 128 possible combinations) of hypothetical transportation services was...

...with p value=0) verified the significance of the effect of the attributes on utility scores of the respondents. To determine the relative importance of each of the seven critical attributes, individual preferences (utility functions) were aggregated. Figure 1 presents the estimated utility scores for the seven attributes for the group of 97 respondents. Since these respondents had relatively low...

...a function of the type of manufacturing in the surveyed population. The respondents had to score one or the other. Some of the respondents produced in irregular lost at irregular times...

...the primary transportation service attribute for customer satisfaction which may lead to future straight re-buy situations.

The on-time delivery findings when coupled to the finding for transit time (24... Subjective Evaluations for Product Design Decisions." Decision Sciences, 1975, 6, 120-134.

Rogers, A.J. "Buyers Look to Trucking Services to Make JIT Work." Purchasing, April 24, 1986, 36-55.

Rose, Warren. Logistics Management. Dubuque, IA: William C. Brown, 1979...

INDUSTRY CODES/NAMES: TRAN Transportation, Distribution and Purchasing
19910600

2/3, KWIC/8 (Item 4 from file: 75)
DIALOG(R) File 75: TGG Management Contents(R)
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00138756 SUPPLIER NUMBER: 09155020 (USE FORMAT 7 FOR FULL TEXT)
Multiple correspondence analysis of multiple choice experiment data.

Louviere, Jordan; Kaciak, Eugene
Journal of Marketing Research, v27, n4, p455(11)
Nov, 1990

ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 7250 LINE COUNT: 00707

... arrayed in different ways for analysis by MCA. For example, Green,

Krieger, and Carroll (1987) array predicted-to-be-chosen profiles conditional on their attribute levels. In the example to follow, subjects respond to a sufficient...logical choice for such an analysis.

As discussed previously, we used several different schemes to weight Z and examined the stability of the MCA results across weighted and unweighted matrices. We...

...variables treated as supplementary). One repeats this procedure for each submatrix of Z*.

The required selling factors for netweighting the submatrices can be obtained in the following way. If any two...interval becomes "reasonably" small and choose the center of this interval as the local saturation weight.

3. Repeat the procedure for each of the remaining initial intervals (i.e., for the...

...increased gradually the masses of the [A2.sup.*] variables from one to their local saturation weight, 2.96, and found that the weight of 1.9 produced a map in which both the attribute levels [A2.sup.*] and...

...gradually the masses of the sociodemographic variables [D1.sup.*] from one to their local saturation weight, 3.84, and found that the weight of 1.3 produced maps in which three groups of variables ([C2.sup.*], [A2.sup.*], and [D1.sup.*]) were approximately equally well represented (assuming the weight of 1.9 for [A2.sup.*]). Finally, we increased the masses of the destinations chosen [B2.sup.*] and found the weight of 4.0 to be the best choice. We denote the corresponding multivariate indicator matrix...

19901100

2/3,KWIC/9 (Item 5 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00138523 SUPPLIER NUMBER: 09553141 (USE FORMAT 7 FOR FULL TEXT

Conjoint analysis in marketing: new developments with implications for research and practice.

Green, Paul E.; Srinivasan, V.

Journal of Marketing, v54, n4, p3(17)

Oct, 1990

ISSN: 0022-2429 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 11219 LINE COUNT: 01106

... has received considerable academic and industry attention as a major set of techniques for measuring buyers' tradeoffs among multiattributed products and services (Green and Rao 1971; Johnson 1974; Srinivasan and Shocker...ability to measure overall preference judgments directly using behaviorally oriented constructs such as intentions to buy, likelihood of trial, chances of switching to a new brand, and so on. Such measures...support and extend the findings of Green, Helsen, and Shandler's study. So far, the weight of the evidence suggests that orthogonal designs are very robust even when prediction is made...is limited solely to the self-explication approach. The researcher obtains no respondent evaluation of purchase likelihood because no full profiles are seen. This limitation can be serious in new product contexts in which the researcher uses a simulator to obtain average purchase likelihoods under alternative product formulations.

Despite the limitations, the self-explication approach warrants consideration in...an ambitious empirical study involving a fully crossed comparison of (1) data collection methods--full profile, tradeoff matrices, and paired comparisons, (2) two types of attribute level manipulation, (3) five different product categories...

...Leigh, Mackay, and Summers 1984; Segal 1982) found no such differences in reliability between full-profile and tradeoff matrices.

Reibstein, Bateson, and Boulding's different results may be due in part to the different...

...Its value is based on its cumulative record of providing meaningful and timely forecasts of buyer choice.

Fortunately, a large number of studies addressing validity issues have been reported during the...

...2. Individual-level comparisons in which conjoint analysis is used to predict some surrogate of purchase intention or of actual behavior, such as what fraction of chips are allocated to the...value of this new service is that the firm's historical norms (for adjusting stated buying intentions to actual behavior) can also be applied to its conjoint-based market share and...

...a level is totally unacceptable, an immediate followup question asks whether the respondent would never purchase a product with that level even though it may be most attractive on all other...

...Trapp (1984) applied a modification of the Mahajan, Green, and Goldberg procedure that substitutes units purchased of each of a set of products

(instead of the constant-sum dependent variable) and...tradeoffs between income and leisure (Darmon 1979), as well as in predicting the outcomes of buyer - seller negotiations (Nelsin and Greenhalgh 1983).

Concluding Comments

Though we comment on a large number of...If we denote the estimation stimuli correlation matrix to be R and the corresponding correlation matrix for the validation profiles to be Q , then by following a method of proof similar to that of Hagerty...Summer), 223-39.

Gleser, L. J. (1972), "On Bounds for the Average Correlation Between Subtest Scores in Ipsatively Scored Tests," Educational and Psychological Measurement, 32 (Fall), 759-65.

Green, Paul E. (1974), "On the...
...114-27.

Green, Paul E. and Research, (1989), "Recent Contributions to Optimal Product Positioning and Buyer Segmentation," European Journal of Operational Research, 41, 127-41.

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Mohn, N. Carroll (1990), "Simulated Purchase 'Chip' Testing vs. Tradeoff (Conjoint) Analysis--Coca Cola's Experience," Marketing Research, 2 (March), 49...

...Greenhalgh (1983), "Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer - Seller Negotiations: An Experiment in Media Purchasing," Journal of Marketing Research, 20 (November), 368-79.

Ogawa, Kahsuki (1987), "An Approach to Simultaneous...

...1982), "Comments on the Role of Price in Individual Utility Judgments," in Choice Models for Buyer Behavior, Leigh McAlister, ed. Greenwich, CT: JAI Press, Inc., 81-90.

Srinivasan V. (1988), "A...

19901000

2/3,KWIC/10 (Item 1 from file: 122)

DIALOG(R)File 122:Harvard Business Review

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115775 CONTROL NUMBER: 811120 (USE FORMAT 7 FOR FULLTEXT)

Designing Product and Business Portfolios

Wind, Yoram - Univ. of Pennsylvania Wharton School - Journal of Marketing ; Mahajan, Vijay - Univ. of Pennsylvania Wharton School
HARVARD BUSINESS REVIEW Jan/Feb 1981, p 155

TRANSLATIONS:

French, Un portefeuille d'activites en sept etapes, No. 21 1981, HARVARD L'EXPANSION.

Italian, Un portafoglio prodotti confezionato su misura, No. 10 1981, HARVARD ESPANSIONE.

Japanese, Designing product and business portfolios, No. 3 1981, DIAMOND HARVARD BUSINESS.

Spanish (Mexico), Analisis y diseno del portafolio de productos, Series 17, BIBLIOTECA DE HARVARD DE ADMINISTRACION.

Spanish (Spain), Diseno de las carteras de productos y de actividades, No. 10 1982, HARVARD DEUSTO BUSINESS REVIEW

DOCUMENT TYPE: HBR Article LANGUAGE: English RECORD TYPE: Abstract Fulltext

WORD COUNT: 4934

... the past several years to assist management in this task. Examples are the growth/share matrix, the business profile matrix, the business assessment array, and the directional policy matrix. Exhibit I classifies these four models as well as five...

...portfolios has focused not on the fundamental issues of definition and measurement but on the selling of one approach or another and on the strategic implications of, for example, the "dog...and intended market segments.

According to one authority, segmentation should be limited to grouping those buyers who share strategically relevant situational or behavioral characteristics. (In such cases the company must use...measures based on:

1. Different units of measurement, such as dollar sales, unit sales, units purchased, or users.
2. Product definition (product lines and brands in various sizes, forms, and positionings...IV. Obviously the performance characteristics differ markedly. Yet on this particular composite dimension (assuming equal weight for the two factors) the products would be assigned identical positions in the portfolio matrix...

...as in a Delphi approach? Or would any lack of consensus suggest the need to weight the judges' views according to their expertise or importance? Should we even exclude the disputed...

...classification. This will hold true even if no weights are used to obtain the composite score. In this case, if the company employs five measures of sales and one measure of product technology to define business strengths, the relative weight of the two factors is not equal but 5 to 1.

If the weights of...

...HEADING: Determination of relative importance. Most portfolio matrices, like the growth/share approach, assume equal weight for the dimensions. As we said, in composite dimensions the factors are often weighted, but...

2/3,KWIC/11 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
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12464889 SUPPLIER NUMBER: 63860168 (USE FORMAT 7 OR 9 FOR FULL
Ain't that a kick in the head.(increased popularity of martial arts films)

SLIFKIN, IRV

Video Business, 20, 29, 29

July 17, 2000

ISSN: 0279-571X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1374 LINE COUNT: 00106

... 1973.

THE NEXT GENERATION

Since Lee's demise, the genre has had its lows--including scores of films featuring Lee imitators--and highs, but there's little doubt that the film...

...home video.

"Jackie Chan always had a loyal following in our stores," says David Bleiler, buyer for the Philadelphia-based TLA Video chain. "But Rumble in the Bronx really opened the...

...company offering thousands of Hong Kong titles, entered the English-speaking market in 1996 after selling primarily to Asian communities for years. "Jackie Chan undoubtedly seduces people to watch Hong Kong...

...Lethal Weapon), and he has already been signed to co-star in the next two Matrix films. Taking high-profile projects like that can only increase his following in a big way."

REWORKING THE OLD...The Defender (a.k.a. Bodyguard From Beijing). Kasha, who says Li's titles have scored especially well on DVD), is planning more reworked releases featuring Li and Chan.

However, not...

...Savidge, president of Xenon, who cites the multitape Wu Tang Collection as among his best sellers.

"We targeted our customers, placing the martial arts titles in certain locales we thought would...

...we used with black-oriented films," Savidge says. "At first, there was a resistance at sell-through to carry this product, but our instincts seemed to be right. It's very...

20000717

2/3,KWIC/12 (Item 1 from file: 587)

DIALOG(R)File 587:Jane's Defense&Aerospace
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10871859 Word Count:2307

Ultra-wideband technology opens up new horizons

INTERNATIONAL DEFENSE REVIEW (IDR) FEBRUARY 01, 1999 v.032 no. 001

Section Heading: DEFENSE ELECTRONICS AND COMPUTING

By: Mark Hewish | \Scott R Gourley

...Lawrence Livermore

National Laboratory (LLNL) patented its Micropower [formerly Microwave] Impulse Radar (MIR) and began selling licenses to industry. Last summer, however, the US Patent and Trademark Office (USPTO) rejected some...up to 20,000g. Subsequent work has focused on achieving significant reductions in overall size, weight, and cost. MSSI believes that it could achieve a unit cost of less than US...

...two enhanced prototypes that are more compact, have higher performance, and operate with a low-profile linear array to provide fan-beam coverage.

This variant operates at C-band (5.6GHz), with an...

2/3,KWIC/13 (Item 2 from file: 587)

DIALOG(R)File 587:Jane's Defense&Aerospace
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10809049 Word Count:3417

Navy League '91 in the wake of Desert Storm

INTERNATIONAL DEFENCE REVIEW. (IDR) MAY 01, 1991 p. 495 v.24 no. 05

By: David Foxwell and Mark Hewish

...Deployed from the Dolphin, the towfish houses Mesotech-developed sonars including port and starboard sidescan arrays, a subbottom profiler, a conical forward-looking sonar, and echo sounder and towfish positioning capability.

The Trailblazer is...

...that it will team with Racal to bid for the US Navy's Shipboard Light-weight Electronic Warfare Systems (SLEWS) program. The US Navy plans to buy about 100 shipsets of SLEWS as off-the-shelf equipment for installation on small naval...

...M missile was successfully launched from an A-7 at China Lake in late 1990, scoring a direct

2/3,KWIC/14 (Item 1 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
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10794259

HAIL, SANTANA, COMEBACK KING

Oregonian (PO) - Friday, October 20, 2000

By: MICHAEL EVANS - Special to The Oregonian

Edition: SUNRISE Section: ARTS AND LIVING Page: 41

Word Count: 570

TEXT:

...Santana's "Supernatural" -- that not only was the 36th album going to be the best selling album of the Latin rock pioneer's three-decade career, but one of the biggest-selling records ever, they likely would have laughed you and your Limp Bizkit out of town.

... Hall of Famer's professional life took the most magical turn. Thanks to a high profile array of guest stars and such top charting singles as "Smooth" and "Maria Maria" (with 12...

... up well over 13 million in sales domestically. And Santana made perhaps the greatest Grammy score ever, collecting nine awards related to "Supernatural," including the coveted Album and Record of the...

... primarily is limited to the under-20 set, "Supernatural" is one of the few top- selling pop albums to bridge the multigenerational/gender/ethnic gap convincingly, connecting MTV'ers, mom and...

001020

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